

CLEAN UP YOUR CONFECTIONERY LABEL

Achieve novel texture and plant-based appeal in gummy confections



Vegetarian, clean label gummy confections are possible with PURITY[®] P 1002 native pea starch

Reduce gelatin or create gelatin-free gummy confectionery products full of plant-based appeal while delivering a desired eating experience and maintaining sensory and functional qualities, such as chewiness and firmness. Between 2015 and 2019, the average annual growth rate for gummies and candies in North American was about 6.1%, outpacing the overall confectionery category growth of 1.7%.¹ Meanwhile, vegan claims continue to grow in confectionery: Globally, there was a substantial increase in number of confectionery launches with “plant-based” (78%), “vegetarian” (39%) and “vegan” (20%) claims in 2019 (vs. 2018)². Your gummy creations can now deliver against consumer demand for plant-based products while enabling clean label claims, desirable gummy texture, clarity, production efficiency and cost savings.

CLEAN & SIMPLE[™] 

Ingredient
idea labs[®] 
IDEAS TO SOLUTIONS

Support vegan and clean label claims

Simplify ingredient labels for increased consumer appeal

Consumers want clean labels with recognizable ingredients that they perceive as healthy. In the latest wave of Ingredion's ongoing ATLAS proprietary research program, 89% of consumers agreed that it is "quite" and "very" important that they recognize, or are familiar with, the ingredients on the ingredient list.³ More than half of consumers (58%) accept pea starch as such an ingredient in many applications ranging from meat to snacks.⁴

PURITY® P 1002 pea starch is a plant-based, gluten-free, grain-free and non-GMO ingredient. It is not derived from a major allergen and is ideal for meeting clean label declarations in confections. PURITY® P 1002 pea starch is a highly purified starch and does not impart any color or flavor to the final product. It can replace up to 50% of the gelatin in gummies. Pea starch is a vegan ingredient and can be used in combination with other vegan ingredients in a gummy to help replace animal-derived gelling agents.

Functional and cost benefits of pea starch

Finding clean label gluten-free ingredients that deliver optimal functionality at an affordable cost can be challenging, but PURITY® P 1002 pea starch can help. Pea starch has good gel-forming properties and lower viscosity compared to other native starches when cooked. The ability to replace the gelatin with pea starch in gummy formulations can allow for cost savings while maintaining coveted texture and retaining clarity (*Figure 1*). Compared to other native starches, PURITY® P 1002 pea starch delivers lower hot viscosity, resulting in less tailing when deposited. Rapid gelling of pea starch allows for a reduction in drying time of gummies/jellies, increasing production efficiency. Improved thermal stability of gummies with partial or full gelatin replacement can help avoid costly melting and stickiness during shipping and storage, associated with typical full gelatin confections.



INNOVATE WITH PURITY® P 1002 NATIVE PEA STARCH
[ingredion.us/peastarch](https://www.ingredion.us/peastarch) | 1-800-713-0208

Sources:

1. Gummies and Candies in North America 2019, Innova Market Insights, February 2020
2. Confectionery: Catering to the Conscious Consumer, Innova Market Insights, March 2020
3. Ingredion proprietary research, ATLAS, global audience, 2019
4. Ingredion proprietary Atlas research, consumer study, global, 2019

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CLEAN LABEL PLANT-BASED SOLUTIONS FOR GUMMY CONFECTIONS WITH INGREDION

Create "on-trend" confectionery products with label claims that resonate with consumers, including: "non-GMO," "vegan" and "plant-based." Producing the highest quality jelly and gummy confections, while optimizing cost and efficiency, is possible when PURITY P 1002 pea starch is part of your toolkit. Ingredion's experts can help you deliver outstanding products with clean label consumer insights and our formulation and application knowhow.



Ingredion®

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